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DATE: September 13, 2005

FROM: Henry Steckler

RE: 09/960,597

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APPLICANT(s): Sakuma et al.

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EXAMINER: Duran, A. D.

TITLE: ADVERTISEMENT INFORMATION PROVIDING APPARATUS

ATTORNEY

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Commissioner of Patents

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RESPONSE AFTER FINAL

I. INTRODUCTION

This is in response to the Office Action mailed June 13, 2005 in regard to the above-identified patent application. Reconsideration of the rejection of the claims is respectfully solicited in light of the following remarks.